

GOHIO COMMUTE UPDATE AND PERFORMANCE MEASURES

Air Quality Subcommittee

June 21, 2019



ACTION REQUESTED

No action is requested at this time. This presentation is for information only.

- Gohio Commute update and performance measures

PREVIOUS ACTION

Staff has presented on this topic at previous Subcommittee meetings



BACKGROUND

- **Gohio Commute** launched in April 2017, with ribbon cutting ceremony May 11
- Since launch, staff has worked to engage businesses, universities, local government agencies, and other organizations to create subsites
- Subsites enable organizations to create targeted incentives for employees; track their progress



BACKGROUND

- **Staff has created performance measures to track progress of Gohio Commute**
- **Performance measures cover four (4) categories:**
 - User Metrics
 - Outreach and Promotion Metrics
 - Systemwide Performance Metrics
 - Platform Administration and Enhancement Metrics



BACKGROUND

User and Systemwide Metrics (as of May 31, 2019):

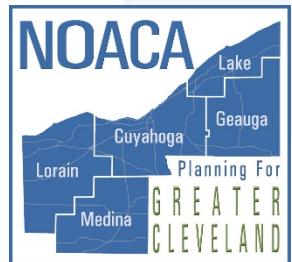
- **Total users:** 5,936
- **Total trips (all modes):** 64,453
- **Total non-SOV trips:** 54,168
- **Total VMT avoided:** 518,569
- **Total calories burned:** 5,879,771



BACKGROUND

User and Systemwide Metrics (as of May 31, 2019):

- **CO₂ avoided: 132.47 metric tons**
- **CO avoided: 1,700.95 kg**
- **NO_x avoided: 312.12 kg**
- **VOCs avoided: 74.56 kg**
- **PM_{2.5} avoided: 17.62 kg**



BACKGROUND

Outreach and Promotion Metrics:

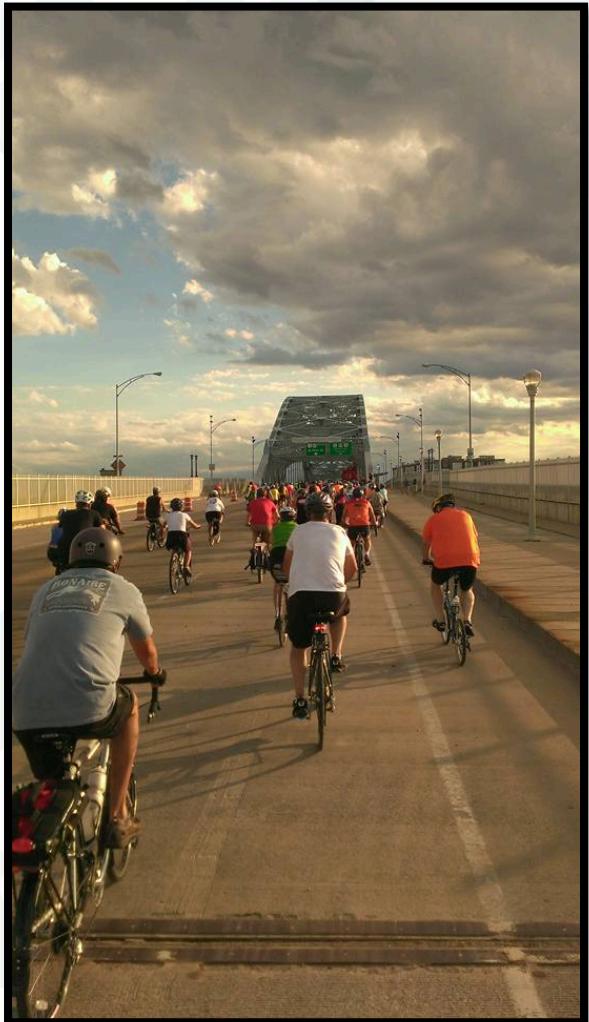
- **51 organizations have created subsites on Gohio Commute**
- **There are 88 total subsites/networks on the platform**
 - Some organizations have created multiple subnetworks for different locations, buildings, etc.
 - Three (3) new networks since March 2018 AQS meeting
 - Monthly newsletter sent to all subsite administrators



BACKGROUND

Platform Administration and Enhancement Metrics

- 18 total challenges
- 104 total events
- 40 employer/organization incentives
- Worked with RideAmigos & Mid-Ohio Regional Planning Commission to develop Specialized Mobility Search function



BACKGROUND

- In May, NOACA partnered with Bike Cleveland and uGO to host a bike challenge
- Challenge rewarded commuters who logged bike trips
- Participants:
 - Logged 1,454 trips
 - Saved over 3.3 tons of CO₂
- Provided gift cards to local bike shops for weekly raffle winners, top performers



NEXT STEPS

- **Staff will continue to promote Gohio Commute to interested organizations**
- **Staff will work with RideAmigos to improve the platform, launch Specialized Mobility Search function**
- **Staff will create new events on the platform**



A Smarter Way





NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

